

UNITED STATES DISTRICT COURT
DISTRICT OF MASSACHUSETTS

ITV DIRECT, INC.,)	
)	
Plaintiffs,)	
v.)	CIVIL ACTION
)	NO. 04-10421-JLT
HEALTHY SOLUTIONS, LLC,)	
)	
Defendants.)	
and)	
)	
CAPPSEALS, INC.,)	CIVIL ACTION
)	NO. 05-11907-JLT
Plaintiff,)	
v.)	
)	
DIRECT MARKETING CONCEPTS,)	
INC., et al.,)	
Defendants.)	

ORDER OF REFERENCE
FOR
ALTERNATIVE DISPUTE RESOLUTION

After consultation with counsel and after consideration of the various alternative dispute resolution programs (ADR) available, I find this matter appropriate for ADR and accordingly, refer this case for the following ADR program **to be held as soon as possible (trial is scheduled for February 7, 2007)**:

_____ SCREENING CONFERENCE	_____ EARLY NEUTRAL EVALUATION
<u> X </u> MEDIATION	_____ MINI-TRIAL
_____ SUMMARY BENCH/JURY TRIAL	_____ SETTLEMENT CONFERENCE
_____ SPECIAL MASTER	
_____ PRIVATE ALTERNATIVE DISPUTE RESOLUTION PROGRAM	

Upon notification of the time and place designated for the proceeding, counsel are directed to be present with their clients or with appropriate settlement authority and to provide any written documentation which may be required for the particular ADR program. If counsel is engaged on trial or has any scheduling conflict and a continuance becomes necessary, the provider of the ADR program and other counsel should be advised of the conflict immediately.

November 3, 2006 _____

DATE

_____/s/ Judith Gail Dein_____

JUDITH GAIL DEIN
UNITED STATES MAGISTRATE JUDGECASE CATEGORY

Admiralty	_____	Antitrust	_____
Civil Rights	_____	Contract	<u> X </u>
Copyright/Trademark/Patent	_____	Environmental	_____

ERISA _____
Labor Relations _____

FELA _____
Medical Malpractice _____